



THE CITY OF SAN DIEGO **MANAGER'S REPORT**

DATE ISSUED: April 15, 2005 REPORT NO. 05-103

ATTENTION: Land Use and Housing Committee
Agenda of April 20, 2005

SUBJECT: Request for the Formation of a La Jolla Community Parking District

REFERENCE: Manager's Report 04-214; Council Resolution R-299836; Council Policy 100-18
("Community Parking District Policy")

SUMMARY

Issue - Should the City Council designate a "La Jolla Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy), waive section A.1.b. (regarding boundaries) of Council Policy 100-18 and authorize Promote La Jolla to serve as its advisory board?

Manager's Recommendation - Designate a "La Jolla Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy), waive section A.1.b. (regarding boundaries) of Council Policy 100-18 and authorize Promote La Jolla to serve as its advisory board.

Other Recommendations -

La Jolla Community Planning Association: On April 7, 2005, the Board of the La Jolla Community Planning Association voted to support the proposal to form a La Jolla Community Parking District as submitted by Promote La Jolla. The vote tally was 10 in favor and 7 opposed.

Fiscal Impact - There is no fiscal impact at this time. Financial support from the Business Improvement District will be provided to the La Jolla Community Parking District during the first year of operation. There are currently no parking meter revenues and/or other parking related revenues generated within the proposed boundaries of this district. Should parking meters be installed in the future, Council Policy 100-18

currently provides for the allocation of 45% of all parking meter revenue generated within the boundaries of the newly created La Jolla Community Parking District to the District. In addition, according to Council Policy 100-18, the City would also consider on a case-by-case basis additional allocations of revenue generated by other parking management programs within the Community Parking District. However, based upon the City's current fiscal position, any allocation of funds should be referred to the annual budget process. For any new districts created or existing districts which propose parking management solutions, it is recommended that the City Council be open to considering these alternatives.

Environmental Impact - This action is exempt from CEQA pursuant to the State CEQA Guidelines, Section 15262, "Feasibility and Planning Studies." Actual projects resulting from these planning activities will require further environmental assessment.

BACKGROUND

Council Policy 100-18, adopted March 1997, established the "Parking Meter District Program" as a mechanism to fund and implement solutions to parking problems in areas where parking meters are located. The Policy was renamed the "Community Parking District" policy and amended by City Council action on November 15, 2004 to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs.

A community planning group or a business improvement district may request the formation of a Community Parking District (CPD) when existing City mechanisms for implementing parking management solutions have been insufficient.

Pursuant to the new Policy, the staff is presenting the request received for the formation of a new La Jolla CPD to the LU&H Committee for consideration prior to the review by the full City Council.

DISCUSSION

On January 14, 2005, Promote La Jolla (the board of the Business Improvement District for La Jolla) submitted an initial written request for the formation of a CPD to the City. Since that time, City staff and representatives of Promote La Jolla have met to clarify the formation request and ensure all elements of Council Policy 100-18 are addressed. A copy of the final request from Promote La Jolla to form the La Jolla CPD is appended to this report as Attachment 1.

Policy Requirements and Details of the Request

A request to form a Community Parking District shall contain each of the following:

- A. Map - Council Policy 100-18 requires a map of the proposed Community Parking District for the purpose of identifying the boundaries of the district. The suggested

geographic area of the La Jolla CPD is consistent with the boundaries of the La Jolla Community Plan in City Council District One. The residential areas located within City Council District Two have been excluded in the proposal because no significant parking issues have been raised in that area.

- B. Data - Section A.1.b of Council Policy 100-18 requires data to verify that the proposed geographic area is in fact adversely impacted by parking demands. The parking study conducted in 2001 by Wilbur Smith Associates is the primary source of data presented to fulfill this requirement. The study focused on areas within the proposed Community Parking District perceived to have the most significant parking impacts. The final study concluded that there are adverse parking impacts in the core business area. It is anticipated that parking solutions implemented in the core area may impact the surrounding residential areas.

It should be noted that the entirety of the area falling within the proposed Community Parking District boundary has not been studied as required by Council Policy 100-18. City Transportation Engineering staff has yet to confirm whether the areas outside of the Wilbur Smith study are in fact adversely impacted by parking demands as is required by the Council Policy. The CPD proponents have requested these broader boundaries in an effort to comprehensively address parking solutions within their community. These broader boundaries have been approved by Promote La Jolla and the La Jolla Community Planning Committee. Council Policy 100-18 requires a study of the entire proposed geographic area of the CPD in order to receive approval of the requested CPD boundary. In order to allow for broader boundaries and community representation as requested, a waiver of the policy is recommended for the proposed District. The full text of the Wilbur Smith study can be found at: <http://www.sandiego.gov/planning/voparking.shtml>

C. Conceptual Plan –

- (1) **Proposed Advisory Board** – Section A.1.c.(1) of Council Policy 100-18 requires that a request for formation of a CPD identify the requisite CPD Advisory Board. Council Policy 100-18 further specifies the requirements of a designated Community Parking District Advisory Board. These requirements indicate that an Advisory Board must be an existing board of either a business improvement district, redevelopment corporation, community development corporation or any other non-profit corporation approved by the City Council.

Using the existing model of La Jolla's Coastal Access and Parking Board, the proposal suggests that the La Jolla CPD be guided by a diverse group of community interests and administered by Promote La Jolla.

The proposed diverse group of community interests would be made up of a nine (9) member board including one (1) at-large business or commercial property owner; one (1) at-large resident; one (1) Bird Rock Community appointee; one (1) La Jolla Community Planning Association Appointee; one (1) La Jolla Shores

Association appointee; one (1) La Jolla Town Council appointee; and three (3) Promote La Jolla appointees. The proposal also provides for the opportunity to name one ex-officio advisory member outside of the business district.

Promote La Jolla is the existing board of the La Jolla Business Improvement District and its organizational structure meets the requirement of CP 100-18. Given that the City will contract with Promote La Jolla for all administrative, financial management, staff and other logistical services related to the nine (9) member community-based advisory group, City Staff supports the designation of Promote La Jolla as the fiscal and contractual advisory board for the CPD.

As defined in the proposal, the community-based advisory group would function as the guiding mechanism for the CPD. Community input and consensus could be reached by working within the structure of the nine (9) member advisory group as defined in the proposal. This nine (9) member advisory group would ensure that a wide representation of community interest is incorporated into the management of the CPD. Because the relationship between the City and the CPD Advisory Board is defined by contract on an annual basis, the process by which community input is obtained and shared between Promote La Jolla and its nine (9) member advisory group will be further specified within the contract.

Attachment 2 to this report includes a copy of the articles of incorporation for Promote La Jolla and a current list of its board of directors.

Community Input – As required by Council Policy 100-18, initial input from the community was gathered at the La Jolla Community Planning Association meeting held on Thursday, January 3, 2005. This meeting was noticed to the public and advertisements were placed in both the La Jolla Light and the La Jolla Village News.

Ongoing input will be solicited from the public by way of the following:

- La Jolla Parking Information Web Site
- La Jolla Community Planning Group Presentations
- Notices in Local Newspapers
- Quarterly Newsletters
- Customer Satisfaction Surveys
- Customer Feedback Forms
- Speakers Bureau

Once designated, the La Jolla CPD will work to incorporate the community's suggestions into the management of the district.

Meeting History

A brief summary of the public meetings held in the La Jolla Community to discuss the formation of a CPD can be found at Attachment 3 to this Report.

Public Forum

Rather than conducting one public forum on the subject, Promote La Jolla attended several public community meetings to give presentations on the proposed parking district and receive public comment. Council Policy 100-18 requires that the proposal be made available to the public for review and comment prior to presenting the proposal to the City Council.

- (2) **Sources and Amounts of Revenues** – Section A.1.c.(3) of Council Policy 100-18 asks the proposer to list the sources and amount of revenues required for the operation of the CPD. For its first year of operations, the La Jolla CPD will rely upon Promote La Jolla for operating revenues. This information is detailed in section C(6) below. For subsequent years, the sources and amounts of revenues available to the CPD will depend upon the parking management solutions developed and implemented for the community.

- (3) **Proposed Improvements** – In accordance with Council Policy 100-18, Promote La Jolla has also suggested several parking management solutions for the La Jolla CPD. These solutions include: maximization of existing off-street parking inventory; employee parking and education programs; a reconfiguration of existing parking inventory; time limit parking changes; residential parking programs; pedestrian enhancement; parking enforcement; paid on-street parking; a public parking facility; signage and wayfinding programs; a community shuttle; public transit enhancements; disabled access; security; and public input, education and outreach. Promote La Jolla and City Staff acknowledge that each of these solutions would need to be developed and community input sought before implementation. There are potential fiscal and environmental impacts, as well as Council Policies and other issues that would need to be addressed prior to forwarding any of these proposed solutions to City Council for final approval.

The purpose of creating the La Jolla CPD would be to provide a mechanism to fully examine these options and other options for solving its parking demands. Staff's support of the overall request for a CPD in La Jolla is not an endorsement of any or all of the proposed parking solutions presented in the request from Promote La Jolla.

- (4) **Anticipated Financing** – Promote La Jolla states that no financing will be needed within the first year of CPD operations. Several of the proposed projects listed above include elements that may raise revenues to fund future parking facilities and projects. As the proposal states, these proposed programs will require significant examination and community discussion before an implementation and financing plan can be developed.

- (5) **First Year Budget** – As discussed above, financial support from the Business Improvement District will be provided during the CPD’s first year of operation. All functions of the new parking district would be supported by existing Promote La Jolla staff, office space, and La Jolla volunteers. The First Year Budget can be found under section 1.C.6 of Attachment 1 to this report.

CONCLUSION

The request for the formation of a Community Parking District by Promote La Jolla meets the requirements outlined in Council Policy 100-18, except with regard to section A.1.b.

It is recommended that the City Council designate a “La Jolla Community Parking District” consistent with Council Policy 100-18 (the Community Parking District Policy), waive section A.1.b. (regarding boundaries) of Council Policy 100-18 and authorize Promote La Jolla to serve as its advisory board.

ALTERNATIVES

1. Do not adopt a Resolution to designate a “La Jolla Community Parking District” and authorize Promote La Jolla to serve as its advisory board.
2. Direct staff to work with the La Jolla Community and/or specific community groups or organizations to resolve any remaining issues with the proposal to form a La Jolla Community Parking District.

Respectfully submitted,

Hank Cunningham
Director, Community and Economic
Development Department

APPROVED: Patricia T. Frazier
Deputy City Manager

CUNNINGHAM/JK/MS

Attachments: 1. [Final Request to Form the La Jolla Community Parking District dated 03/24/05](#)
2. [Articles of Incorporation and Board of Directors \(Promote La Jolla\)](#)
3. [Meeting History and Noticing of Public Discussions](#)